

# **Social Production: How Our World is Changing**

**David W. Lewis**

**New York Library Association**

**Niagara Falls, NY**

**October 15, 2009**

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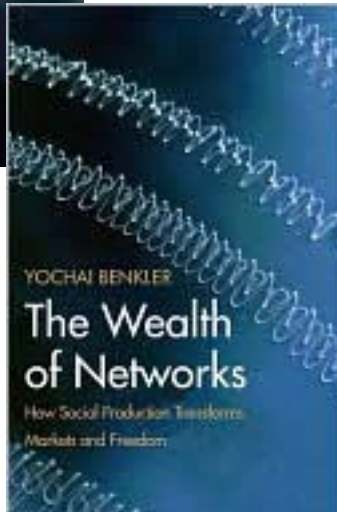
**The Internet makes it possible  
to accomplish things without  
the organizations that were  
required in the past.**



# Yochai Benkler

***The Wealth of Networks: How  
Social Production Transforms  
Markets and Freedom***

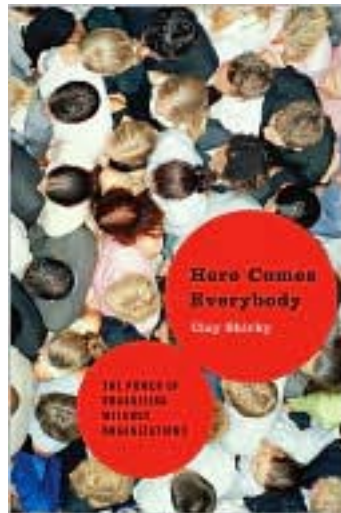
**2006**



# Clay Shirky

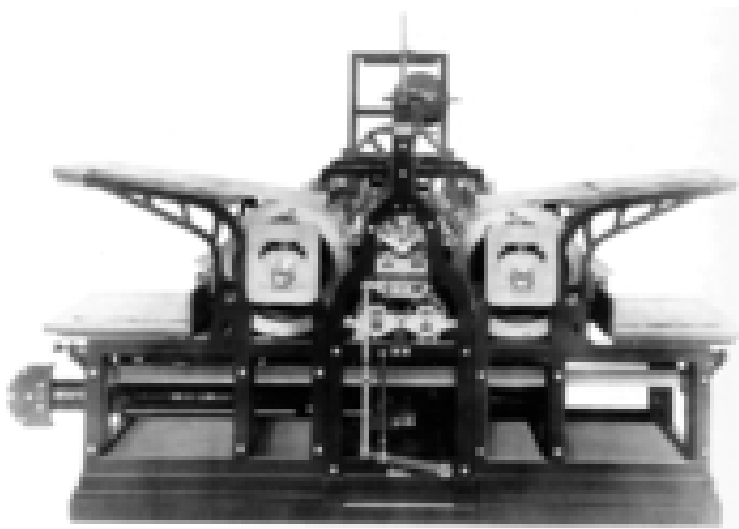
*Here Comes Everybody : The  
Power of Organizing  
Without Organizations*

2008

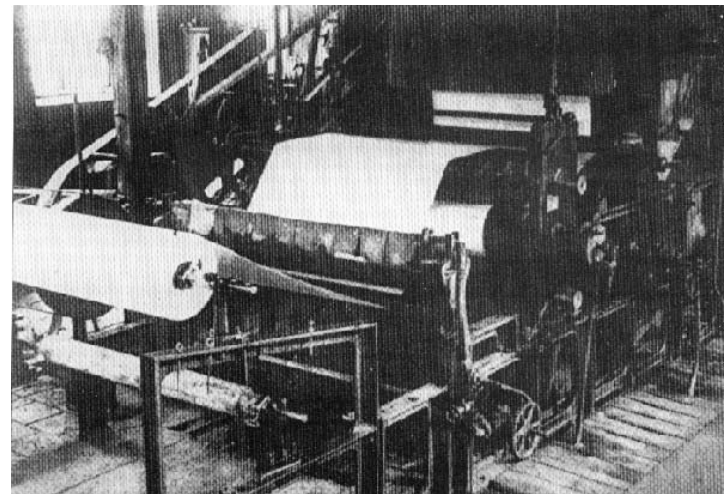


**In the 19<sup>th</sup> century the distribution of information, knowledge, and culture was industrialized.**

**The capital required increased dramatically.**



Koenig's 1814 steam-powered printing press



Fourdrinier paper making machine  
patented 1801

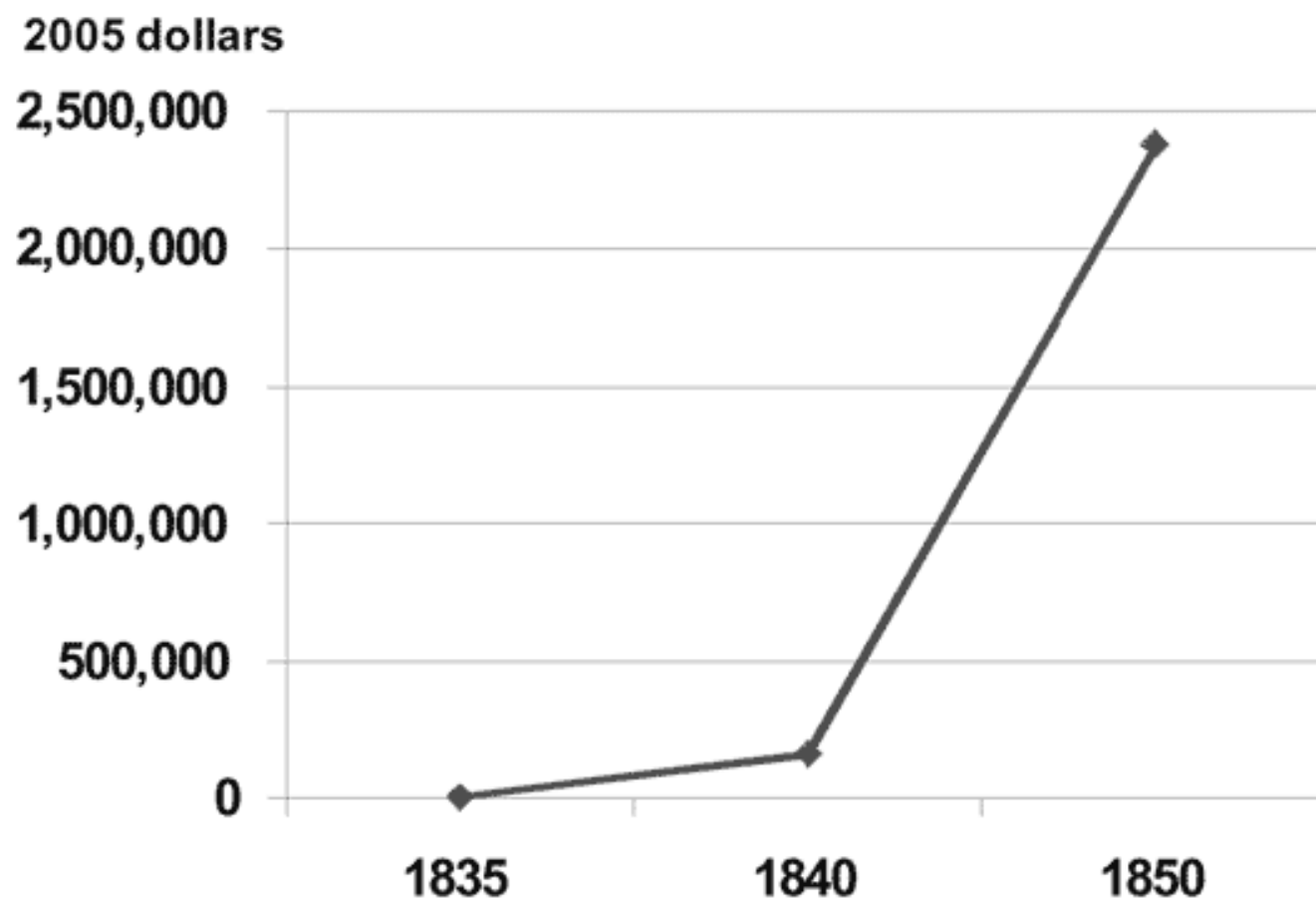


Figure 6.1: Start-up Costs of a Daily Newspaper, 1835-1850 (in 2005 dollars)

**Created a professional class of producers and a large group of passive consumers.**

**Means of production were in the hands of large corporate or governmental organizations.**

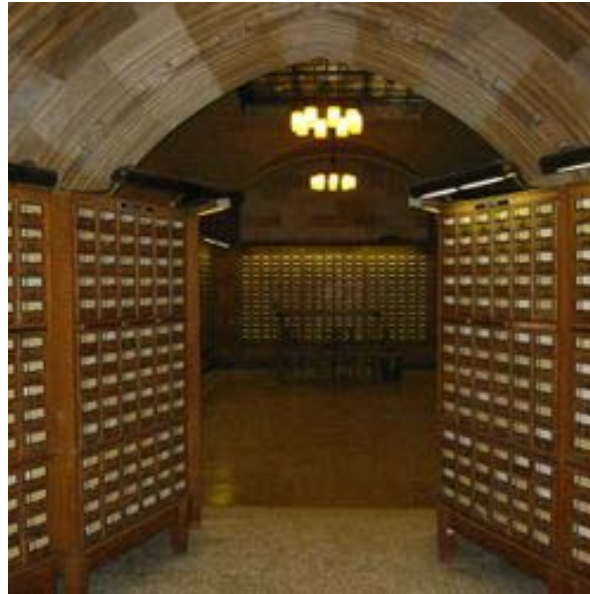


**Organizations were required to get things done.**

**Libraries and universities were among these capital intensive industrial organizations.**



Melvil Dewey



The 125<sup>th</sup> Street Library  
1904



The 67<sup>th</sup> Street Library  
1905



**Media allowed for one-to-one conversations or broadcasts to groups, but not both**



# What's New Now?

- 1. “Media is global, social, ubiquitous, and cheap” – Clay Shirky**
- 2. Ownership of the means of production is broadly distributed**

# What's New Now?

- 3. All media create group conversations and are often a site of group coordination**

**Message = conversation = source of coordinated action**

“It’s like you bought a book and they threw in the printing press for free.”

– Clay Shirky

## In Your Voice | Read reactions to this story

Hide Comments ▲

Newest first ▼



**JoeAccounting** wrote:

Replying to nwman:

*It's pretty easy to explain why public universities are raising tuition- state aid has been cut. The difference needs to be made up somewhere.*

*If the state doesn't want public schools to raise tuition, then they should provide them with more aid.*

I dont think the State aid was cut - at least, after a cut, it was brought back up to last year levels using some Fed money. There wasnt an increase from the State, so the colleges and universities are going to the students.

My gripe is that Ohio State has kept its tuition at same level for last three years for in-state students. Why cant IU and Purdue do that? How much aid is going to out of state students?

7/27/2009 3:54:42 PM

👍 Recommend 📄 New Post ↩ Reply to this Post 🚩 Report Abuse



**MRTHINKYGUY** wrote:

"Asking" them to justify increases? You know they're going to be able to do it. They're smart people. They're a university, for heaven's sake. You don't "ask" them to do anything. You tell them. And what you tell them is this: "You're going to make do with less. Do it or we'll find someone else who can." It will get done.

7/27/2009 2:46:13 PM

👍 Recommend(1) 📄 New Post ↩ Reply to this Post 🚩 Report Abuse



**jojo59** wrote:

Replying to nwman:


*It's pretty easy to explain why public universities are raising tuition- state aid has been cut. The difference needs to be made up somewhere.*

*If the state doesn't want public schools to raise tuition, then they should provide them with more aid.*

That's right....throw more money at it. Heck roll a green wave at them. Forget accountability or any attempt at making them show a few results. Just like Halliburton,

“The former audience are now increasingly full participants.”  
– Clay Shirky

**facebook** Home Profile Friends Inbox 1 David William Lewis Settings Logout


 **Textbooks for Less**  
Global

**Basic Info**  
Name: Textbooks for Less  
Category: [Student Groups – Academic Groups](#)  
Description: Books are the key to knowledge and to an empty bank account...

"Textbooks for Less" is an awareness campaigning group which is brought you by: Kristen Hubrich, Tori Hanson, Casey Krauter, and Rishabh Bajaj. We are providing students a way to buy and sell textbooks for cheaper than what the bookstores and online stores provide. It is quick, easy, and convenient for college students to access our group as well as our links provided below. After looking into the problems around campus, this has become one problem that most students do not know how solve.

Most incoming freshmen do not know the "ways around campus" until they have been there for a couple of years. So knowing that most students have facebook and that they get on it daily, we decided to start a group on facebook which would inform or bring awareness to those freshmen or other college students about ways to save money on college textbooks. Not only will it help students save money, but it will also save you time. This means no more standing in long lines to get your books at Folletts and University.

We help introduce students to other students and create a more efficient way to buy and sell textbooks. For us four, we have had experience with paying to much money on textbooks and then not even getting at least



[View Discussion Board](#)  
[Join this Group](#)  
[Share](#) +

**Group Type**  
This is an open group. Anyone can join and invite others to join.

**Officers**  
[Kristen Hubrich](#) (Purdue)  
president  
[Rishabh Dev Bajaj](#) (Purdue)  
treasurer

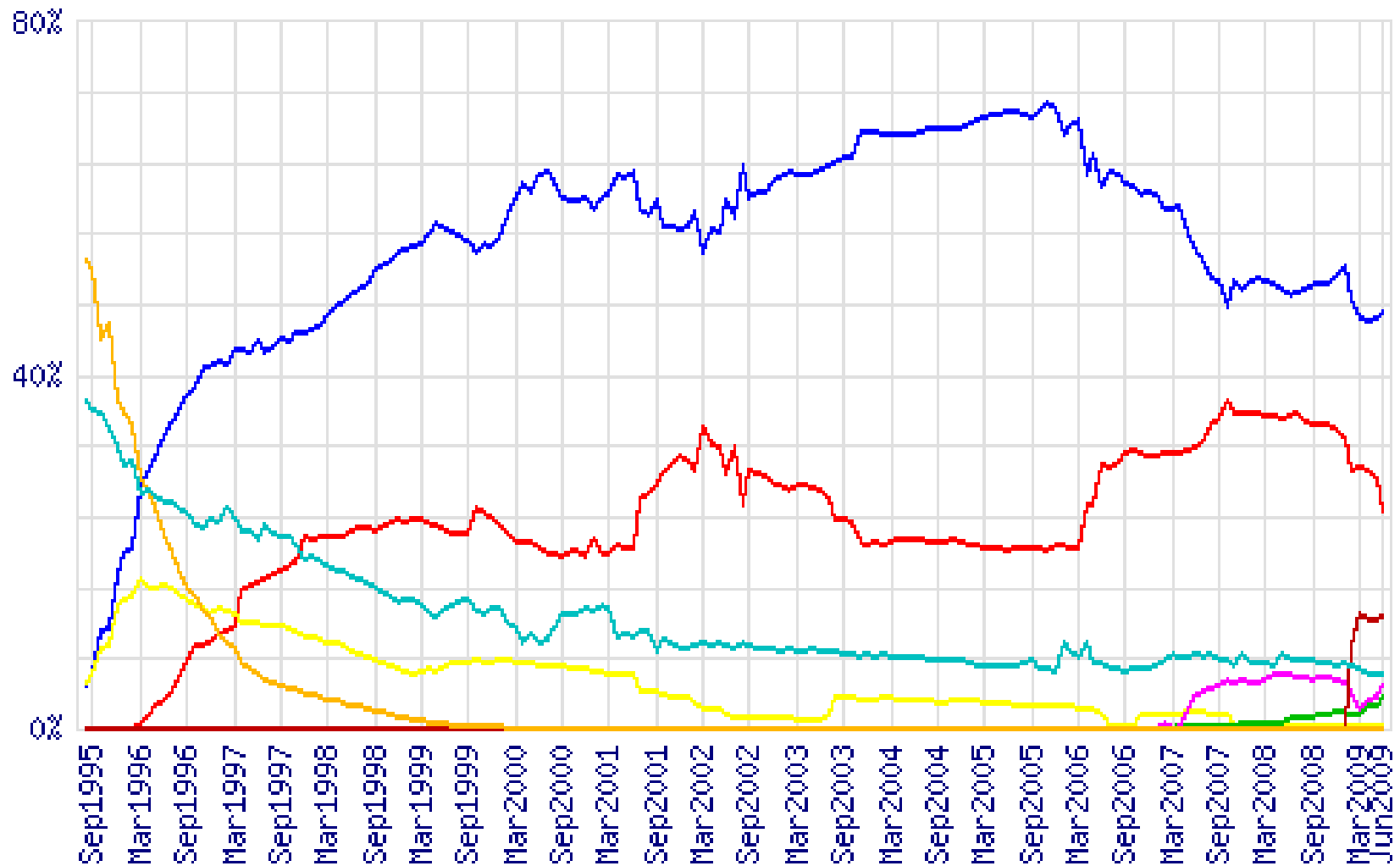
# What's New Now?

- 4. Cost of coordinating groups has collapsed and organizations are no longer required to get things done**



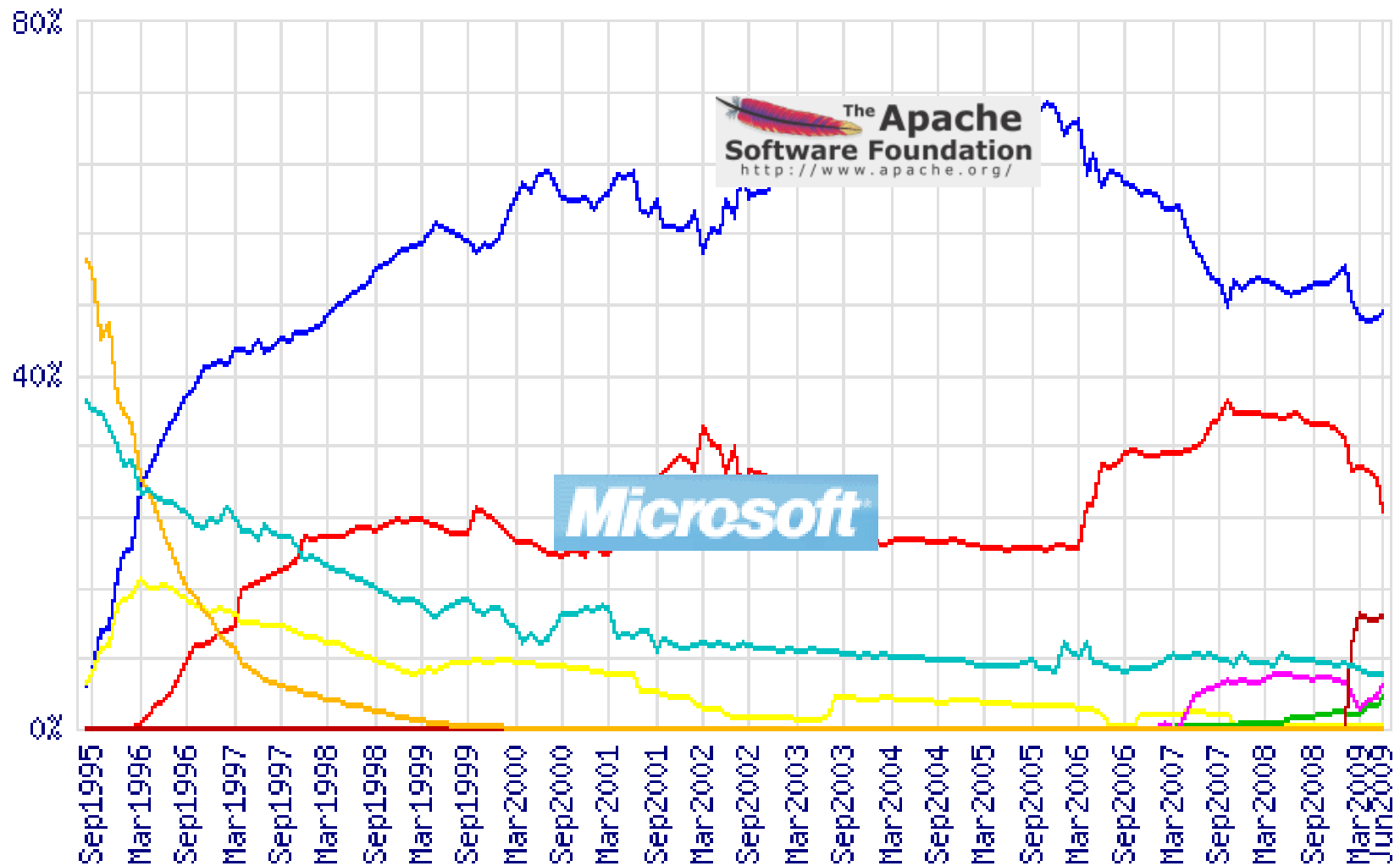
# Market Share for Top Web Servers Across All Domains

## August 1995 - June 2009



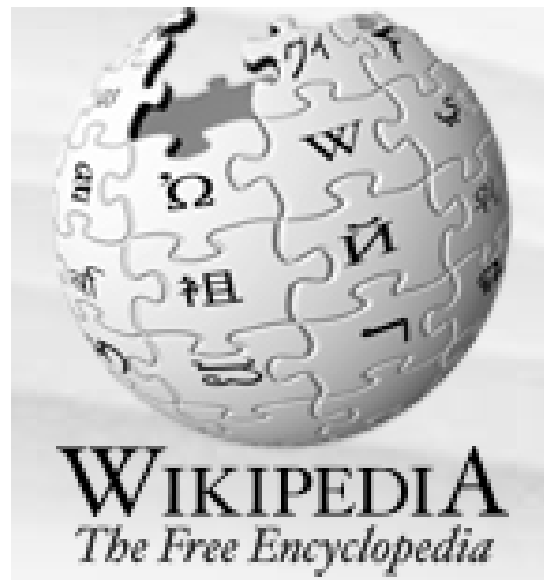
# Market Share for Top Web Servers Across All Domains

## August 1995 - June 2009





**Linux Online!**  
<http://www.linux.org>



pvs.hawaii.org

## Education and Archive Site

Dedicated to [Myron Bennett "Pinky" Thompson](#) (1924-2001),  
who provided visionary leadership as president of the Voyaging Society for almost two decades.

updated: June 30, 2009

### Current News & Announcements

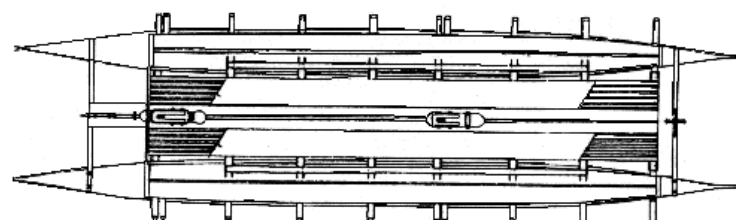


Visit the PVS weblog at <http://pvshawaii.squarespace.com/>.

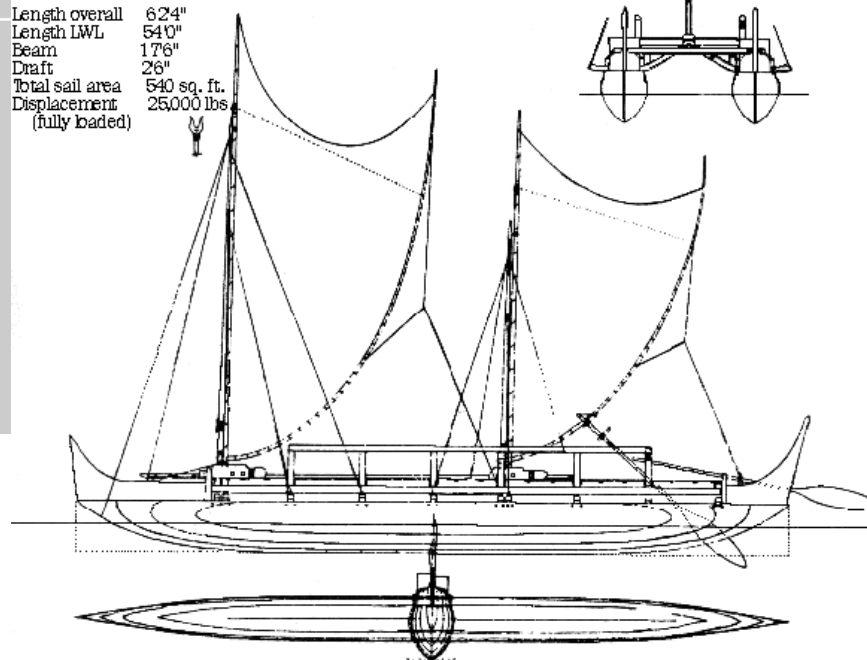
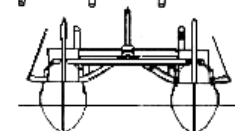
### Vision, Mission, and History



Crab claw sails, Micronesia, 2007. Photo by Sam Low



Length overall 62'4"  
 Length LWL 54'0"  
 Beam 17'6"  
 Draft 2'6"  
 Total sail area 540 sq. ft.  
 Displacement 25,000 lbs  
 (fully loaded)



### Voting In North Dakota



## Video the Vote 2008

Video the Vote is a national network of citizen journalists, independent filmmakers, and media professionals working together to document voter suppression and disenfranchisement.

[LEARN MORE ▶](#) [CHECK OUT OUR 2008 PROMO ▶](#)

Got a tip on a story?

[tips@videothevote.org](mailto:tips@videothevote.org)

Have a problem?

Call 1-866-OUR-VOTE

## How Video the Vote Works



sign up

sign me up ▶



document

Document the election process in your community.

[LEARN MORE ▶](#)



upload

Upload your video here. We cross post to You Tube and store a high-res copy for the media.

[LEARN MORE ▶](#)



broadcast

Our media partners broadcast your footage for all the world to see.

[LEARN MORE ▶](#)



## Nocturnes - Night Photography

[Group Pool](#) | [Discussion](#) | [9,717 Members](#) | [Map](#) | [Join This Group](#)

**Group Pool** ([89,182 items](#)) | Only members can add to the pool. [Join?](#)



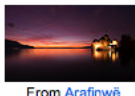
From [Sempur](#)



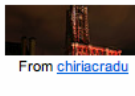
From [Mike Manalang](#)



From [Mike Manalang](#)



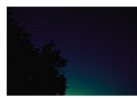
From [Arafinwë](#)



From [chiriacrado](#)



From [June1777](#)



From [linus loves.](#)



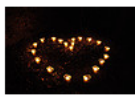
From [daor](#)



From [daor](#)



From [daor](#)



From [daor](#)



From [BTS\(behindthescene...\)](#)

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**Steve Weber (a group admin) says:**

21 Aug 09 - **Welcome** nocturnes! This group is a great place for night photographers show off your BEST night shots as well as to learn a thing or two from your fellow nocturnes! Don't forget to participate in the discussions as well as post your best **quality** night photos!



**xandibarlowx says:**

to me matey it looks completely out of focus, try focousing on the subject that you would like to star trail, then the stars will come out as crisp white lines in stead of being blurred. hopefully that can help you out.

:)

Posted 3 months ago. ( [permalink](#) )



**sabowin [pro](#) says:**

Any tips for accomplishing that? It's hard to focus (either manually or automatically) in the dark. :-)

Posted 3 months ago. ( [permalink](#) )



**Young Everest says:**

Get a small torch, get a wide angle lens, find a subject with clear sky above it. Light the subject with your torch and compose/focus. Turn torch off and expose (you could leave the torch on a bit to light your subject if there is no other light source).

But essentially I don't find star trails great as a subject in themselves - they make a great addition to a night scene though.

Posted 3 months ago. ( [permalink](#) )



**sabowin [pro](#) says:**

Cool—thanks! My boyfriend was using his telescope and I was taking long exposures, so we were avoiding using any light at all (except the moon/star light) to keep our eyes adjusted to the dark. I'll try your trick sometime, though. Wonder if it would also work to pre-focus during daylight, then snap the photo(s) after dark.

Posted 3 months ago. ( [permalink](#) )



**stargazer95050 [pro](#) says:**

That might work — but be sure to secure the focus setting and disable AF. Still there is a risk as some lenses more than others are affected by temperature changes. I'm sure your telescope has similar issues ...

Posted 3 months ago. ( [permalink](#) )



**petanque don says:**

I would focus at infinity for stars.

Was the tripod a bit wobbly?

Posted 3 months ago. ( [permalink](#) )



**sabowin [pro](#) says:**

My cat did bump it a couple of times before I finally put her inside. But it should have been pretty steady most of the time the shutter was open—it was set up on my concrete patio.

Posted 3 months ago. ( [permalink](#) )

	Market	Non-Market
Decentralized	Price System	<b>Social Production</b>
Centralized	Firms	Governments Non-Profits



# Social Production

- **Technology allows for the creation of social capital**
- **Works at world scale**
- **A real fact, not a fad: the critical long term shift caused by the internet**



# Social Production


- **Cooperation is build into the infrastructure**
- **One-time contributors and small contributions matter**
- **In some cases more efficient than markets or firms**

# **Social Production, But...**

- 1. Babel Objection**
- 2. What's the Motivation?**
- 3. The Experts are Gone**
- 4. Where Does the Time Come From?**

**“when everyone can speak, no one  
can be heard”**



A close-up photograph of a yellow fire hydrant. The hydrant is on the left side of the frame, and a powerful stream of water is being sprayed from its side outlet towards the right. The water is bright white and turbulent, contrasting sharply with the dark background. The hydrant itself is a weathered yellow color with some visible texture and a small circular access point on its front. The top of the hydrant has a tiered, cap-like structure.

Getting information off the  
Internet is like taking a  
drink from a fire hydrant.

Mitchell Kapor

# It's not information overload, it's filter failure. – Clay Shirky

“The core response to the Babel objection is, then, to accept that filtration is crucial to an autonomous individual. Nonetheless, that acknowledgement does not suggest that the filtration and accreditation **systems that the industrial information economy has in fact produced, tied to proprietary control over content production and exchange, are the best** means to protect autonomous individuals from the threat of paralysis due to information overload.”

- Yochai Benkler

## Editorial Reviews

### Amazon.com essential recording

This is the one jazz record owned by people who don't listen to jazz, and with good reason. The band itself is extraordinary (not of God's existence), listing [John Coltrane](#) and [Julian "Cannonball" Adderley](#) on saxophones, [Bill Evans](#) (or, on "Freddie the Freeloader" rhythm unit of Paul Chambers on bass and Jimmy Cobb on drums. Coltrane's astringency on tenor is counterpoised to Evans' lushness between them as Bill Evans conjures up a still lake of sound on which they walk. Meanwhile, the rhythm partnership of Adderley and Cobb endures for eternity. It was the key recording of what became modal jazz, a music free of the fixed harmonies and forms of pop but one that refused to fade into the background. In retrospect every note seems perfect, and each piece moves inexorably toward its goal.


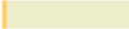
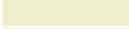
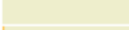
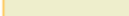
### From Jazziz

"As the painter needs his framework of parchment, the improvising musical group needs its framework in time," says Davis. "The album presents here frameworks which are exquisite in their simplicity and yet contain all that is necessary to stimulate perception." Amen. During the past 40 years, the performances Davis' stimulated from Evans, John Coltrane, Cannonball Adderley, and Milt Jackson have become some of the most storied in jazz, and all of them - classics such as "Freddie the Freeloader," "All Blues," and "My Favorite Things" - are featured on this Columbia/Legacy reissue.

--- JAZZIZ Magazine Copyright © 2000, Milor Entertainment, Inc.

## Customer Reviews

### 709 Reviews

5 star:		(639)
4 star:		(34)
3 star:		(11)
2 star:		(6)
1 star:		(19)

### Average Customer Review

★★★★★ (709 customer reviews)

### Most Helpful Customer Reviews

217 of 234 people found the following review helpful:

★★★★★ **Your CD collection is kinda blue if you don't own this! (5+)**, June 26, 2000

By [Cary S. Whitt "Tune Junkie"](#) ☒ (Columbus, Ohio USA) - [See all my reviews](#)

REAL NAME

If your idea of the perfect jazz record is Kenny G's Duotones, then don't bother reading this cause it talks about the REAL thing.

Well this is THE jazz album to start off with. I'm sure you've all heard that before, but, it's quite true. From Freddie Freeloader to All Blues, we are constantly reminded of what a genius time it was for jazz in that period.

**Average Customer Review:** ★★★★★ ☒ ([709 customer reviews](#))

**Amazon.com Sales Rank:** #99 in Music (See [Bestsellers in Music](#))

Popular in these categories: ([What's this?](#))

#1 in [Music](#) > [Jazz](#) > [Modern Postbebop](#)

#1 in [Music](#) > [Jazz](#) > [Bebop](#) > [Hard Bop](#)

## Customers Who Bought This Item Also Bought



[A Love Supreme](#) ~ John Coltrane

★★★★★ (94) \$7.99



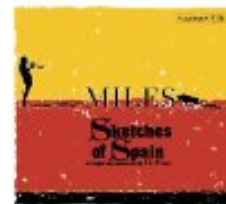
[Birth of the Cool](#) ~ Miles Davis

★★★★★ (50) \$10.99



[Blue Train](#) ~ John Coltrane

★★★★★ (82) \$10.97



[Sketches of Spain](#) ~ Miles Davis

★★★★★ (115) \$7.98



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Suggestions (1676)

Suggestions by Genre ▾

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Movies You've Rated (78)

## Movies You'll Love

Suggestions Based on Your Ratings

### To Get the Best Suggestions

1. [Rate](#) your genres.

2. Rate the movies you've seen.



### FOREIGN SUGGESTIONS (about 365) [See all >](#)



#### Under the Same Moon

Because you enjoyed:

[Water](#)  
[Black Book](#)  
[Bottle Shock](#)

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☐ Not Interested



#### Indochine

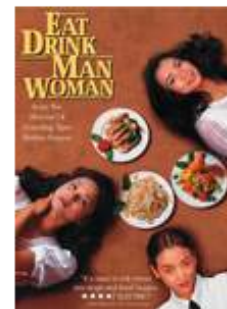
Because you enjoyed:

[Like Water for Chocolate](#)  
[Gandhi](#)  
[Frida](#)

Add



☐ Not Interested



#### Eat Drink Man Woman

Because you enjoyed:

[Like Water for Chocolate](#)  
[Blue](#)  
[Water](#)

Add



☐ Not Interested



# Motivation



# Money isn't always the best motivator

“Leaving a fifty-dollar check on the table after one has finished a pleasant dinner at a friend's house would not increase the host's social and psychological gains from the evening. Most likely, it would diminish them sufficiently that one would never again be invited. A bottle of wine or a bouquet of flowers would, to the contrary, improve the social gains.

And if dinner is not intuitively obvious, think of sex.”

- Yochai Benkler

“We are used to living in a world where little things happen for love and big things happen for money.

Love motivates people to bake a cake and money motivates people to make an encyclopedia.

Now, though, **we can do big things for love.**”

- Clay Shirky

**1. Little chunks**

**2. Enable what people wanted to do  
anyway — Dan Bricklin  
“Cornucopia of the Commons”**



## Welcome to the clickworkers site, where you can do volunteer image analysis to help planetary science.

- **HIRISE**
- Crater marking
  - Training
  - Low-res (Viking map)
  - Hi-res (MGS/MOC)
- Crater classification
  - fresh/degraded/ghost
  - full
- Other
  - Pathfinder magnets
  - honeycomb search
- Results of the pilot study
  - General
  - Age map
- Preferences

What task would you like to help with?

Mark Mars craters (Viking) ▾

[Read about](#)

[Get training](#)

[Start working](#)



“A systematic comparison of thousands of individual clickworker inputs to the known catalog of craters shows that clickworkers come within a few pixels of the accepted catalog positions.”



## Welcome to eBird

*It's as easy as Anhinga, Bushtit, Cardinal!*

The **Cornell** Lab  
of Ornithology

 Audubon

### Birding News and Features

#### [eBird Map Quiz #1](#)

September 29, 2009

We're pleased to bring back the eBird Map Quiz. Periodically we will put up a map taken directly from eBird and you can try to guess the species. After a while, we will post answers to the old "map quiz" and include a map for a new species. This map is taken directly from the Maps section in the View and Explore Data tab and includes all eBird data from all months from 1900 - 2009. Good luck! If you still see the last map, hit Control Refresh (or F5) to reload the new map image.



### eBird Rarity Photos Pool



"All the News That's Fit to Print"

POL. CHX -- No. 41413

# The Evening News

NEW YORK, TUESDAY, JUNE 15, 1972

LATE CITY EDITION

Where: Daily news, 1001 10th Ave., New York, N.Y. 10018  
 Tel.: 212-692-6000  
 42-14, Third Avenue, New York, N.Y. 10018  
 42-14, Third Ave., 10018, in Page 10

15 CENTS

## MAYOR'S BUDGET OF \$8.8-BILLIONS AVOIDS LAYOFFS

### ATTRITION ON JOBS

Losses Put at 14,320 And 5,013 Vacancies Due to Go Unfilled

By MARTIN GILBERT  
 Mayor Lindsay released his \$8.8-billion budget today, a 10.7-1/2-million increase over the \$7.9-billion budget for fiscal year 1971.

Despite the increase, Mayor Lindsay said that the budget would avoid layoffs of city employees.

While 14,320 of the budget's losses are expected to be covered by attrition, 5,013 vacancies are expected to go unfilled.

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## COURT SAYS CITIES MAY CLOSE POOLS TO BAR RACIAL MIX

### 2-4 Ruling Blocks Shadow of Pool at Public Pool

By FRED F. GRANAN  
 The U.S. Supreme Court today ruled that cities may close public pools to bar racial mixing.

The court's decision in *Swann v. Charlotte-Mecklenburg Board of Education* was a 5-4 ruling.

The court's decision in *Swann v. Charlotte-Mecklenburg Board of Education* was a 5-4 ruling.

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## MITCHELL SEEKS TO HALT SERIES ON VIETNAM BUT TIMES REFUSES

### Vietnam Archive: Study Tells How Johnson Secretly Opened Way to Ground Combat

By MEL GREENBERG  
 President Johnson's decision on April 1, 1968, to end the Vietnam ground troop offensive was the result of a series of events that the *New York Times* is chronicling in a new book.

The book, *The Vietnam Archive: Study Tells How Johnson Secretly Opened Way to Ground Combat*, is the first in a series of books that the *Times* is publishing.

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### COURT STEP LIKELY

Return of Documents Asked in Telegram To Publisher

By MARK FRANKLIN  
 The U.S. Supreme Court today ruled that the *New York Times* must return documents to the publisher.

The court's decision in *United States v. Weber* was a 5-4 ruling.

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## JERSEY APPROVES AIRPORT RAIL LINK

State Senate 20-0 vote today approved a bill to build a rail link between the New York City and New Jersey airports.

## FACTORY OUTPUT CLIMBED IN MAY

Factory output rose 0.5% in May from a 0.4% increase in April, according to the Commerce Department.

## Italian Neo-Fascists Make Gains in Regional Voting

The Italian Neo-Fascist party made significant gains in regional elections held in May.

## U.S. SUES SUBURB ON HOUSING BIAS

The U.S. Justice Department filed suit today against a suburb for housing discrimination.

“The expense of printing created an environment where Wal-Mart was willing to subsidize the Baghdad bureau... Advertisers had little choice other than to have their money used that way, since they didn’t really have any other vehicle for display ads...

The competition-deflecting effects of printing cost got destroyed by the internet, where everyone pays for the infrastructure, and then everyone gets to use it. And when Wal-Mart, and the local Maytag dealer, and the law firm hiring a secretary, and that kid down the block selling his bike, were all able to use that infrastructure to get out of their old relationship with the publisher, they did. **They’d never really signed up to fund the Baghdad bureau anyway.”**

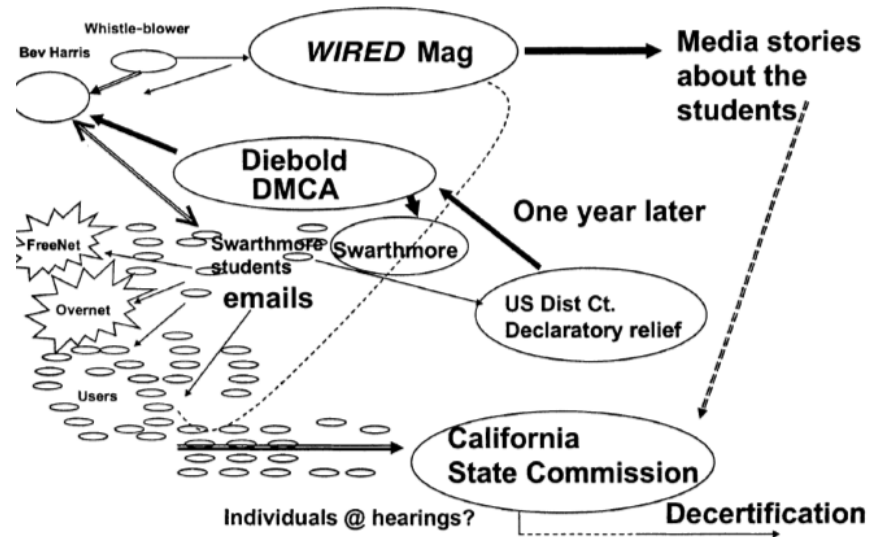
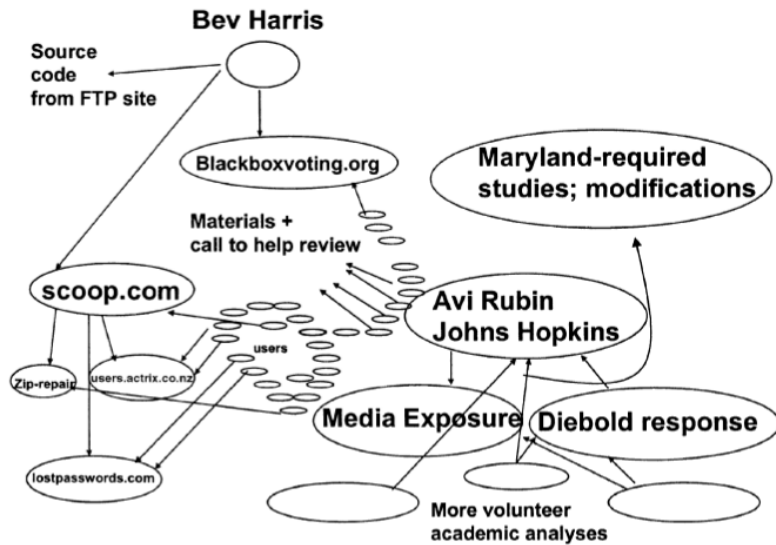
-Clay Shirky



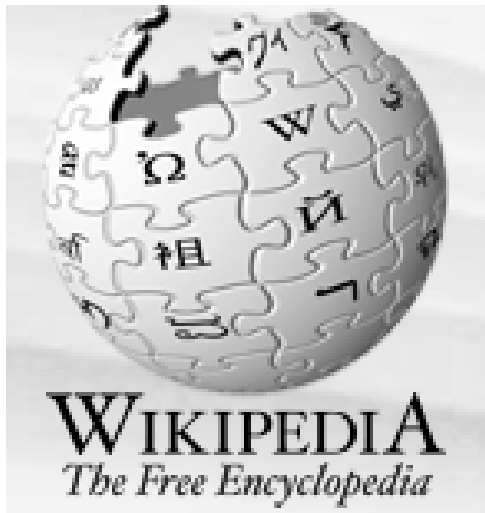
**“That is what real revolutions are like. The old stuff gets broken faster than the new stuff is put in its place.**

When someone demands to know how we are going to replace newspapers, they are really demanding to be told that we are not living through a revolution. They are demanding to be told that old systems won't break before new systems are in place. They are demanding to be told that ancient social bargains aren't in peril, that core institutions will be spared, that new methods of spreading information will improve previous practice rather than upending it. They are demanding to be lied to.”

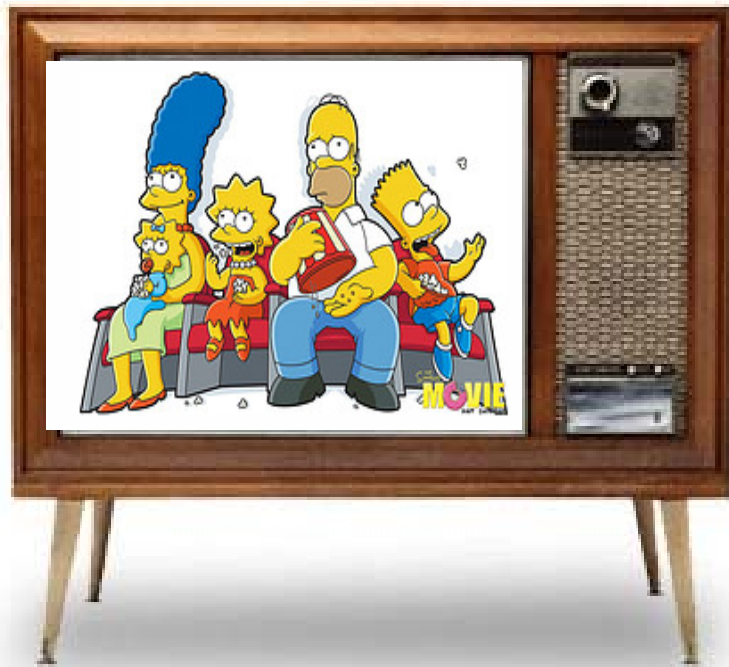
- Clay Shirky



# Time?

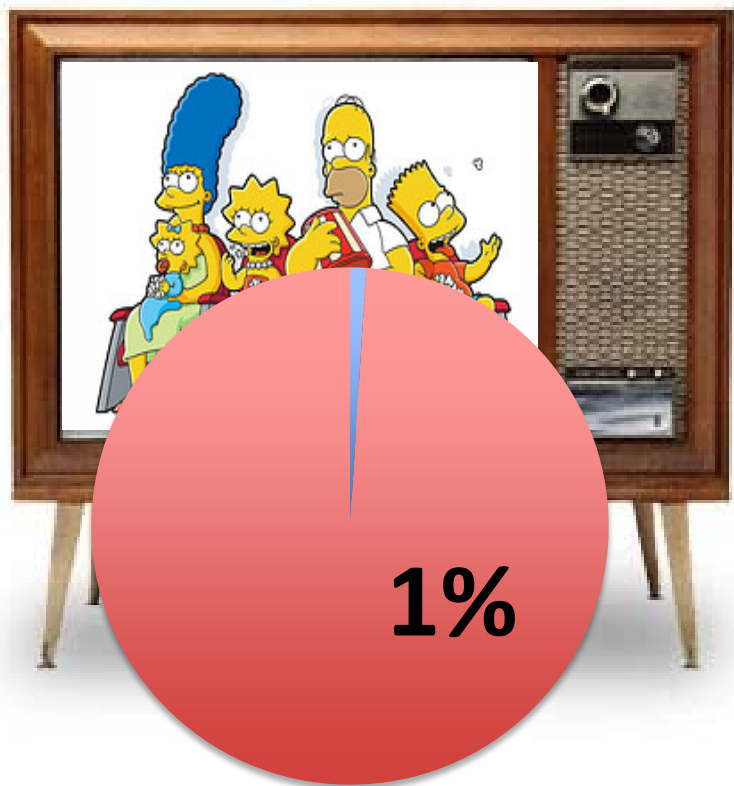


**= 100 million hours  
of thought**

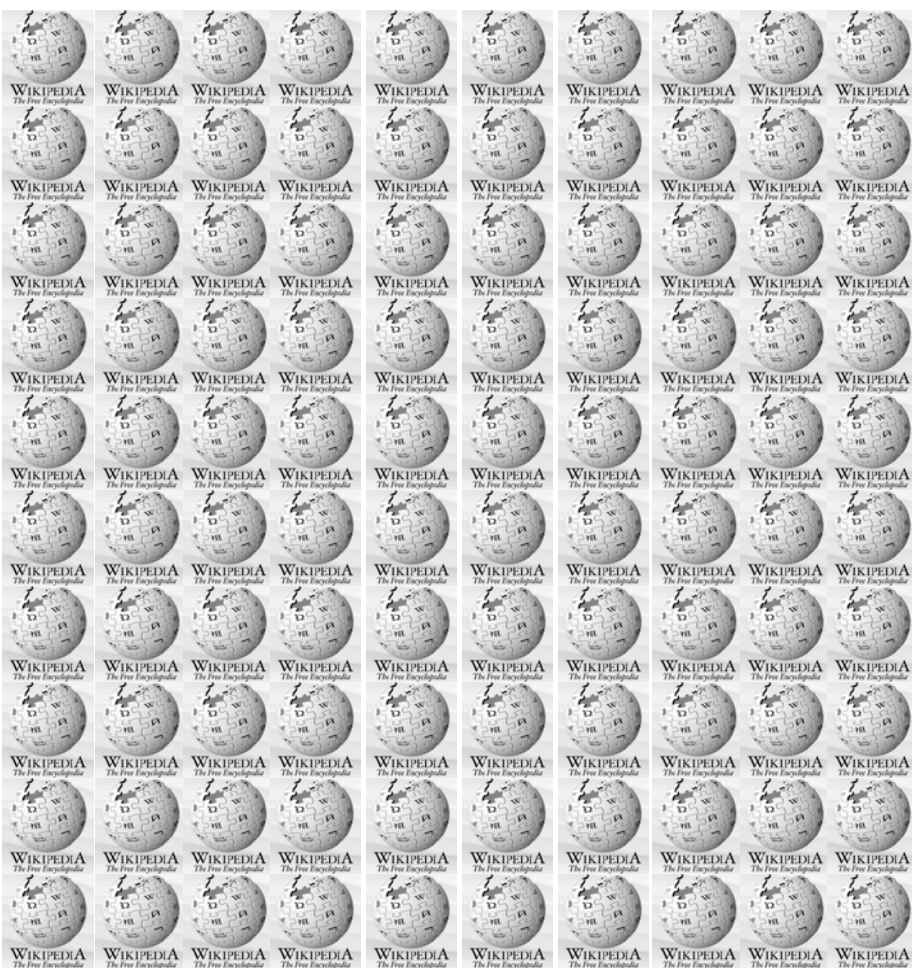


**= trillion hours  
a year**

**“Cognitive Surplus”**



=



# What it Means for Us

**“That is what real revolutions are like. The old stuff gets broken faster than the new stuff is put in its place.”**

- Clay Shirky

**“Tools don’t get socially interesting until they get technologically boring.”**

- Clay Shirky

# Three Stories


- 1. Digital Books, and...**
- 2. Open Teaching**
- 3. Amateur Archives**

# Digital Books, and...

Google books

**Here comes everybody** By Clay Shirky

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Wikipedia is a Shinto shrine; it exists not as an edifice but as an act of **love**. Like the Ise Shrine, Wikipedia exists because enough people **love** it and, more important, **love** one another in its context. This does not mean that the people constructing

[Page 142 »](#)

as a radius, and we're used to both of those being small. We can affect the people we **love**, but the longevity and social distance of **love** are both constrained. Or were constrained—now we can do things for strangers who do things for us at a low

[Page 104 »](#)

those capabilities are reappearing, after a century mainly given over to consumption. We are used to a world where little things happen for **love** and big things happen for money. **Love** motivates people to bake a cake and money motivates people to make an encyclopedia. Now though we can do big things



**Here comes everybody** By Clay Shirky[Overview](#)[Preview](#)[Reviews](#) (4)[Buy](#)

love

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inform the children" image generated a conversation about how to talk to kids about terrorism. The basic capabilities of tools like Flickr reverse the old order of group activity, transforming "gather, then share" into "share, then gather." People

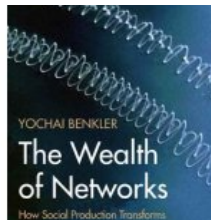
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Pages 36-86 are not part of this book preview

PUBLISH. THEN FILTER | 87

sender and many recipients, and the recipients couldn't talk back. This is a one-to-many pattern—I talk, and talk, and talk, and all you can do is choose to listen or tune out. The pattern



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## Main Page

This Wiki is an invitation to collaborate on building a learning and research environment based on Yochai Benkler's book, *The Wealth of Networks: How Social Production Transforms Markets and Freedom*, available under a [Creative Commons Attribution Noncommercial Sharealike](#) license.

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  - 7.2 [A Wiki User's Guide](#)

## Read the book

*in different formats:*

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## Reviews and Blogs

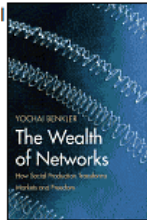
- [Lessig blog](#), by Lawrence Lessig, 15Apr06.
- [Financial Times](#), Net Gains, by Paul Miller, 07Jul06.
- [Times Online](#), Netizens Awake, by Paul Duguid, 07Jul06.
- [Rough Type](#), Calacanis's wallet and the Web 2.0 dream, by Nicholas Carr, 19Jul06. See also [Benkler's reply](#), 28Jul06.

## Chapter 1 Introduction: A Moment of Opportunity and Challenge

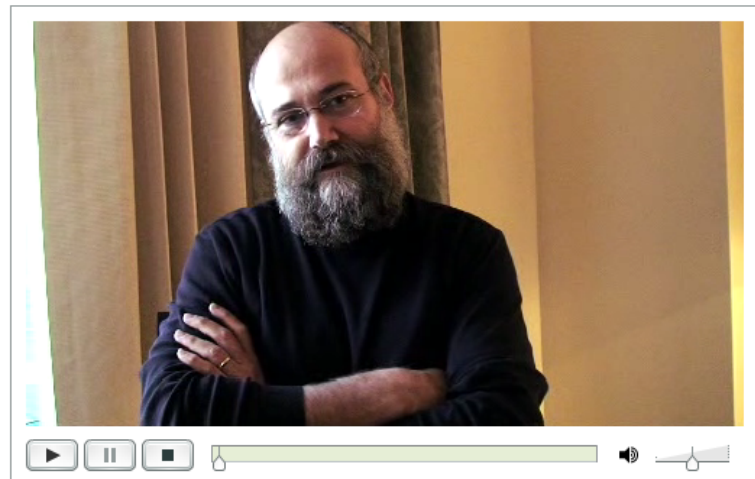
Information, knowledge, and culture are central to human freedom and human development. How they are produced and exchanged in our society critically affects the way we see the state of the world as it is and might be; who decides these questions; and how we, as societies and polities, come to understand what can and ought to be done. For more than 150 years, modern complex democracies have depended in large measure on an industrial information economy for these basic functions. In the past decade and a half, we have begun to see a radical change in the organization of information production. Enabled by technological change, we are beginning to see a series of economic, social, and cultural adaptations that make possible a radical transforma-

## EdgeVideo

YOCHAI BENKLER is the Berkman Professor of Entrepreneurial Legal Studies at Harvard, and faculty co-director of the Berkman Center for Internet and Society. His research focuses on the effects of laws that regulate information production and exchange on the distribution of control over information flows, knowledge, and culture in the digital environment. He is the author of *The Wealth of Networks: How Social Production Transforms Markets and Freedom*.



### Yochai Benkler's Edge Bio Page



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### Talks Clay Shirky on institutions vs. collaboration

Filmed Jul 2005; Posted Jul 2008



#### About this talk [Open interactive transcript »](#)

In this prescient 2005 talk, Clay Shirky shows how closed groups and companies will give way to looser networks where small contributors have big roles and fluid cooperation replaces rigid planning.

#### About Clay Shirky

Shirky, a prescient voice on the Internet's effects, argues that emerging technologies enabling loose collaboration will change the way our society works. [Full bio and more links](#)

#### What to watch next



#### Other talks from "What's Next in Tech"



### THE END OF UNIVERSAL RATIONALITY

# Clay Shirky

## Archive for March, 2009

You are currently browsing the [Clay Shirky](#) blog archives for March, 2009.

### Newspapers and Thinking the Unthinkable

Friday, March 13th, 2009

Back in 1993, the Knight-Ridder newspaper chain began investigating piracy of Dave Barry's popular column, which was published by the Miami Herald and syndicated widely. In the course of tracking down the sources of unlicensed distribution, they found many things, including the copying of his column to alt.fan.dave\_barry on usenet; a 2000-person strong mailing list also reading pirated versions; and a teenager in the Midwest who was doing some of the copying himself, because he loved Barry's work so much he wanted everybody to be able to read it.

One of the people I was hanging around with online back then was Gordy Thompson, who managed internet services at the New York Times. I remember Thompson saying something to the effect of "When a 14 year old kid can blow up your business in his spare time, not because he hates you but because he loves you, then you got a problem." I think about that

#### Archives

- » [May 2009](#)
- » [April 2009](#)
- » [March 2009](#)
- » [February 2009](#)

#### Categories

- » [Uncategorized](#) (5)

On CNBC versus the financial blogging community.

Barry Ritholtz - August 3rd, 2009, *The Big Picture*, <http://www.ritholtz.com/blog/>

**“There used to be a rule: *“Don’t pick fights with people who buy ink by the barrel.”* The updated version should be not to pick fights with people who don’t even have to pay for the ink — they spill electrons and pixels by the billions — and they are practically free.**

**TV vs Bloggers? Its kind of odd — and yet the bloggers seem to be winning . . .”**

# Open Teaching

David Wiley, PhD

Brigham Young University

150-E MCKB

Provo, UT, 84602

USA

Phone: +1-801-422-7071

Email: [david.wiley@byu.edu](mailto:david.wiley@byu.edu)

IM: [david.wiley@gmail.com](mailto:david.wiley@gmail.com)

Tags: [open content](#), [open education](#), [open source](#),  
[education for all](#), [access to education](#)



“In 2007 I began teaching a class that is not offered anywhere else (and still isn’t, as far as I know): “Introduction to Open Education.” I put the syllabus and all the readings online (no extra cost) and planned for all the student writing to be online (no extra cost). As the course was somewhat unique, I extended a broad invitation to people around the world to participate informally in the course — even in online class discussions. The result was a group of approximately 60 people from around the world who read, worked, wrote, and discussed together — and fewer than 10 of them were registered for credit at my university.”

David Wiley, associate professor of instructional psychology and technology at Brigham Young University, *Chronicle of Higher Education*, The Wired Campus, July 16, 2009.



# Amateur Archives

Sunday 25 April

We commenced our action  
against the Turks, by  
landing on Gallipoli Pen.  
We embarked on to a dispatch  
at 12 p.m. and landed in boats  
at daylight. Our ships soon  
had the Turks on the run and  
chaired them from their trenches.  
Some fighting all day and  
our men actually felt the want  
of artillery. - Turks saw this  
and started to counter attack  
at about 1 p.m. Strapsel first  
very destructive. Two batteries  
of mountain guns, worked by  
Indians did first-class work.  
but were compelled to retire  
late in the afternoon. Our  
wounded began to come in  
in large numbers, and a  
falling back along our whole  
front began. Wounds are very  
severe owing to the sharp pointed  
bullets used by the Turks. One  
of the S.B. wounded ~~himself~~ up till  
about one o'clock. Firing  
continues all night after a  
heavy bombardment by the  
ships in the afternoon

It was very heavy

Monday April 26

Morning commenced by a heavy  
bombardment by the warships  
just a few of the enemy guns  
replying and rifle firing not  
so heavy as yesterday. 9<sup>th</sup>  
Batt. has a muster and  
a well earned rest.

Turks are being gradually  
driven back into the hills.  
Nearly all our officers are  
killed, and we lost heavily  
otherwise. Warships still  
bombarding, and our troops  
are still landing. The 15<sup>th</sup>

Batt. (960) 2<sup>nd</sup> (at) landed  
also some more of our  
heavy artillery. Darkness  
close a successful day  
for us. R. Pitts moved out at  
11<sup>th</sup> other 15<sup>th</sup> Batts  
Sunday 27<sup>th</sup>

Firing commenced again  
at dawn + reinforcements  
and artillery are hurried  
up into the hills.  
Turks must have received  
big reinforcements in  
artillery, during this.

## Search

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# The First World War Poetry Digital Archive







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<input type="checkbox"/>  	Diary from the landing at Gallipoli of Sergeant Joseph Cecil Thompson	Thompson, Joseph Cecil	April - July 1915	Diary
<input type="checkbox"/>  	Letter from 494 Sergeant Joseph Cecil Thompson to his brother upon arrival in Egypt in 1914 prior to Gallipoli action.	Thompson, Joseph Cecil	8th December 1914	Letter
<input type="checkbox"/>  	Photograph of Brigade Headquarters, ANZAC, belonging to Joseph Thompson	Thompson, Joseph Cecil	1915	Photograph



# The Great War Archive Flickr Group

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From [snap-happy1](#)



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## Wreckage of new library building, Indianapolis (LOC)



Bain News Service,, publisher.

Wreckage of new library building, Indianapolis

[between 1910 and 1915]

1 negative : glass ; 5 x 7 in. or smaller.

### Notes:

Title from unverified data provided by the Bain News Service on the negatives or caption cards.

Forms part of: George Grantham Bain Collection (Library of Congress).

### Subjects:

Indianapolis



**swang** says:

[query.nytimes.com/gst/abstract.html?res=950DE0D7133CE633A...](http://query.nytimes.com/gst/abstract.html?res=950DE0D7133CE633A...) suggests it was dynamite.

Albert von Spreckelsen, a contractor who employed non-union labor, testified that on October 25, 1909, several buildings in Indianapolis associated with him suffered explosions. The public library was one of them. Another is shown at [www.flickr.com/photos/library\\_of\\_congress/2163453880/](http://www.flickr.com/photos/library_of_congress/2163453880/) which has more about the ironworkers' "dynamite campaign" in a comment.

Posted 18 months ago. ( [permalink](#) )



**~Diablo~** says:

Fascinating history - thanks for that link swang.

Posted 17 months ago. ( [permalink](#) )



**krikketgirl pro** says:

This was the Hawthorne Branch of the Indianapolis-Marion County Public Library, a Carnegie-funded library. It was at Mount and Ohio Streets in Indianapolis. The library opened in 1911 and closed in 1955. This information per "A Live Thing in the Whole Town: The history of the Indianapolis-Marion County Public Library 1873-1990," by Lawrence J. Downey.

Posted 16 months ago. ( [permalink](#) )

# What it means for us

**“That is what real revolutions are like. The old stuff gets broken faster than the new stuff is put in its place.”**

**But the new stuff is coming.**

- **More access to more information, knowledge, and culture**
- **Stress on institutions that relied on the inefficiencies of old economic models**

- **Everything now is a special case**
- **We need to try, fail, and learn**

- **Use the tools everyone takes for granted**
- **Engage users in production and sharing**
- **Convene, don't control**
- **Cheap tools and a small bit of the cognitive surplus = power**



# Questions?

# Comments



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Clay Shirky, *Here Comes Everybody: The Power of Organizing Without Organizations*, Penguin Press, 2008.

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<http://www.shirky.com/weblog/2009/03/newspapers-and-thinking-the-unthinkable/>

Clay Shirky, "Gin, Television, and Social Surplus,"  
<http://www.shirky.com/herecomeseverybody/2008/04/looking-for-the-mouse.html>

Don Tapscott, "The Impending Demise of the University," *The Edge* June 4, 2009 [www.edge.org](http://www.edge.org)

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## Video on the Web

Yochai Benkler explains how collaborative projects like Wikipedia and Linux represent the next stage of human organization.

[http://www.ted.com/talks/yochai\\_benkler\\_on\\_the\\_new\\_open\\_source\\_economics.html](http://www.ted.com/talks/yochai_benkler_on_the_new_open_source_economics.html)

Clay Shirky In this 2005 talk, Clay Shirky shows how closed groups and companies will give way to looser networks where small contributors have big roles and fluid cooperation replaces rigid planning.

[http://www.ted.com/talks/lang/eng/clay\\_shirky\\_on\\_institutions\\_versus\\_collaboration.html](http://www.ted.com/talks/lang/eng/clay_shirky_on_institutions_versus_collaboration.html)

Clay Shirky Keynote at Web 2.0 Expo “Where do we get the time”

<http://video.google.com/videoplay?docid=-2708219489770693816>

Clay Shirky, 2009 a prescient voice on the Internet's effects, argues that emerging technologies enabling loose collaboration will change the way our society works.

[http://www.ted.com/talks/clay\\_shirky\\_how\\_cellphones\\_twitter\\_facebook\\_can\\_make\\_history.html](http://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history.html)

Clay Shirky, speaking at Harvard Law School's Austin Hall on Feb. 28, 2008 hosted by the Berkman Center.

[http://www.youtube.com/watch?v=A\\_0FgRKsqgU](http://www.youtube.com/watch?v=A_0FgRKsqgU)